

26-1 學校簡介

聖地牙哥州立大學 (San Diego State University)，簡稱 SDSU 建立於 1897 也就是一間位在陽光明媚的南加州，也是聖地牙哥歷史最悠久的州立大學。校區與學校住宿步行約 10-15 分鐘，不過學校很寬闊。SDSU 的交通非常方便，在校內即可搭乘輕軌(Trolley)至鄰近購物商場或市區，學校到市區的車程大約 30 分鐘。不只輕軌，學校也是有公車轉運站，至少有六條公車線經過。

San Diego State University (SDSU) is the oldest and largest university in the San Diego district while it is the third oldest in the California State. Since it is the largest in San Diego, it does take a while to get from one side to another. Fortunately, the public transportation is very convenient as SDSU is a transit hub with a trolley passing through and at least 6 different bus lines stopping by. It takes around 30 minutes to get to the downtown San Diego via trolley.

26-2 國外研修之課程學習（課內）

選課就很像中山選課方式，會先透過線上的 webportal 來選課。我修了 3 門課，分為行銷管理(Marketing Management)、品牌管理(Strategic Brand Management)、以及作業及供應鏈管理(Operations and Supply Chain Management)。

課本需不需要買是看教授。有些教授是不用需要課本，但需要教授資源包(Course Reader)。那是要從學校書店買的。上課比台灣更有互動性，課堂上教授問開放式問題給學生回答或大家討論 case study。因為課堂中有很多國際學生，所以同一個問題大家都有不同方式跟觀點的解決方式，這是一個很難得的體驗。行銷管理是主要以行銷理論跟實際例子做結合來上課的。品牌管理會每一個禮拜讀一篇 HBR 並有條有理的方式介紹案例。

Choosing classes is pretty straight forward with webportal which is a similar system as NSYSU. The classes I took were Marketing Management, Strategic Brand Management, and Operations and Supply Chain Management.

Buying books would depend on the professor of the class. For example, operations and supply chain force us to buy the book online as the homework is tied to the online system of the book publisher while brand management and marketing just need a course packet which you can buy from the school bookstore.

What is interesting is the interaction in class is way more than the classes in Taiwan. It really intrigue me how many different approaches to just one question due to many different background from the many international students in class.

26-3 國外研修之生活學習（課外）

關於宿舍，我是住學校宿舍。很方便上下學通勤，步行約 5-10 分鐘即可到達教室(管理學院)。我室友只有一位，只可惜宿舍設備有很普通，廚房跟茶水間是一整棟共用的，每房間就配各一個床、書桌跟衣櫃和冰箱、微波爐。

難得來美國當然要觀光美國特有的景點像是舊金山的紅木森林國家紀念保護區跟金門大橋、拉斯維加斯的賭城大道、洛杉磯的好萊塢跟迪士尼和環球、大峽谷國家公園跟美國優勝美地國家公園。當然也少不了聖地牙哥的美麗的沙灘像 La Jolla 跟 Pacific Beach。

最特別的體驗是 twitchcon. 雖然聖地牙哥最有名的活動是聖地牙哥國際漫畫展，不過那是七月的事，

無法參加。這個活動可供交換下學期的學生參考看看。如果對直播平台 twitch 有概念和是交換上學期的同學，twitchcon 可以難得又好玩的體驗。平常只能在線上看這些網紅直播，所以可以近距離跟本人互動實在難忘。

I stayed at the school dorm. It is pretty standard for a dorm with shared kitchen and washing room with the whole dorm and has a fridge and a microwave per room. The main upside of the school dorm is how close it is to the school. I can leave at the first bell and arrive at the classroom of BA on time.

It is not just the classes you have to experience, but also all of the beautiful and amazing places nearby. You have to experience how Mother Nature change over time from decades or even centuries via Grand Canyon National Park, Muir Woods, Yosemite National Park or just how beautiful it is via San Diego's Sunset Cliff, Pacific Beach and Potato Chip Rock. It is not just the Mother Nature you can admire, but also the human achievement such as Hollywood, Disneyland, Universal Studio, Las Vegas Strip, and Golden Gate Bridge.

The most unique experience I had is attending Twitchcon. Although it is not as famous as San Diego Comic Con, it is a huge event with hundreds of thousands of people attending. To able to see and interact with these streamers in the flesh is an unforgettable experience.

26-4 交換/研修之具體效益

更加進步英語能力

申請SDSU的英文門檻就不低了，所以相信各位的英文的能力不差。但接觸不同背景的同學講英文可以學習不常在台灣聽到的用詞、語法、腔調、等等。當然要一禮拜七天24小時講英文也幫不少忙。

Case Study

在台灣比較少用案例分析當教材，但在美國的教授愛用，特別是關於管理的課。學習跟分析如何大公司失敗的失敗案例，如：Blockbuster跟ToyRus，反之成功的案例，如：Netflix，Amazon跟Microsoft是一個很有趣的學習方式。

Improving English ability

It is pretty straightforward as USA is a mainly English speaking country. Listening, speaking, reading, writing English 24hour a day 7 days a week would no doubt improve my already almost mother tongue English skills especially the lack of usage of English in Taiwan. Also, experiencing different accent and word usage from people all around the globe is a fun experience.

Case Study

In Taiwan, rarely does professor use case study in class, on the other hand, professor especially in the management department love to use case study that we discuss about one per class for all my 3 courses. It gives a lot of insight how companies rise and fall from the failures of Blockbusters and Toy R Us to the rise of Netflix, Amazon, and Microsoft or how companies deal with disaster like LEGO.

26-5 感想與建議

建議是不要住學校宿舍。學校宿舍一個月要 1400 美金，可能多 5 分鐘走路時間就可以找到一月 700 美的地方。我認識的台灣交換的房東還會在大節日主辦派對像萬聖節跟聖誕節。當然各有優缺點。住學校宿舍雖然方便但是花費較高以及設施是跟比較多人共用。學校宿舍也要注意退房的时间，宿舍規定很嚴格所以沒有延後退宿。退宿時間通常是最後禮拜的隔一周。校外雖然便宜跟通常是一人一房間但房東跟室友的素質要碰碰運氣。

我也建議多多出去走多多跟人互動。難的有這個機會就要把握這機會。
當然最重要，照顧好自己。

Personally I would recommend living near the school rather than the school dorms. You could get a \$700 rent for an extra 5 minutes' walk rather than a \$ 1400 rent for the school dorm. I knew a friend whose landlord would host big party on major holidays meanwhile it is all quiet in the dorms. Of course it is down to personal preference where you want to.

I also strongly recommend going out more and being more interactive with other students. It is not every day you get to visit the sunny Southern California unless you are from there. Most importantly, stay safe.